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# ECONOMIC DEVELOPMENT AD HOC COMMITTEE

## AGENDA

September 8, 2016

Chamber of Commerce, 321 E. La Habra Blvd., La Habra

1. Call to Order/ Mark Sturdevant, Economic Development Ad Hoc Committee (EDAHC) Chair- 1:30 p.m.
2. Roll Call
3. Public Comments

This is the time for the public to address any item of Committee business NOT appearing on this Agenda. Speakers are asked to limit their comments to three (3) minutes each. The total time period for public comment is 30 minutes.

#### 4. Committee Minutes for July 14, 2016

- a. Review of EDAHC Meeting Minutes for July 14, 2016
- b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

- c. Committee Action on EDAHC Meeting Minutes of July 14, 2016

#### 5. Business Visitation Program Update – Carlos Jaramillo, Deputy Director, Community and Economic Development

- a. Presentation
- b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

- c. Committee Comments

#### 6. Results of the RFP on Economic Opportunities in La Habra – Carlos Jaramillo, Deputy Director, Community and Economic Development

- a. Presentation (Oral)
- b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

- c. Committee Comments



# ECONOMIC DEVELOPMENT AD HOC COMMITTEE AGENDA

September 8, 2016

Chamber of Commerce, 321 E. La Habra Blvd., La Habra

**7. Move More Eat Healthy- Andrew Ho, Director, Community and Economic Development**

**a. Presentation (Oral)**

**b. Public Comments**

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

**c. Committee Comments**

**8. Members Comments**

**9. Discussion of Future Topics**

**10. Tour of future City Hall building**

**11. Adjournment to November 10, 2016**

**MEETING MINUTES**  
**CITY OF LA HABRA**  
**ECONOMIC DEVELOPMENT AD HOC COMMITTEE (EDAHC)**  
Chamber of Commerce, 321 E. La Habra Blvd, La Habra  
July 14, 2016

**MEMBERS PRESENT:** Mark Sturdevant, President, Chamber of Commerce  
Sandi Baltes, Executive Director, La Habra Collaborative  
Carlos Jaramillo, Deputy Director of Community Development  
Kim Koch, President, FarPointe Development  
David DeLeon, Recreation Manager  
Michael Lawton, President, Lawton Real Estate  
Andrew Ho, Director of Community and Economic Development  
Carrie Surich, Chair, Chamber of Commerce

**MEMBERS ABSENT:** Robert Ferrier, Assistant to the City Manager  
Dave McCauley, Economic Development Consultant

**OTHERS PRESENT:** Veronica Lopez, Secretary  
Daisy Perez, Housing Specialist/Associate Planner  
Katherine Rojas, Housing and Planning Administrative Aide  
Corporal Scott Irwin

**1. Call to Order / Mark Sturdevant, EDAHC Chair**

Chairman Sturdevant called the EDAHC meeting to order at 1:34 pm in the La Habra Chamber of Commerce, located at 321 E. La Habra Blvd, La Habra, California.

**2. Roll Call**

Roll call was taken with Members Present or Absent as noted above.

**3. Public Comments**

The Chairman asked if there were any comments the public wished to make to the Committee regarding any item not on the agenda. There were no public comments.

**4. Committee Minutes**

**a. Review and Approval of the EDAHC Meeting Minutes for May 12, 2016**

Sandi Baltes requested that her title be changed to Executive Director, La Habra Collaborative. It was mistakenly listed as Marketing Director, Friends of Family Health Center.

**b. Public Comments**

The Chairman asked if there were any public comment on the Minutes. There were no public comments.

**c. Action on EDAHC Meeting Minutes for May 12, 2016**

Moved by David De Leon and seconded by Sandi Baltes to approve the EDAHC Meeting Minutes of May 12, 2016 as amended. The motion was approved.

## 5. Business Visitation Program Update -

### a. Review and Input

Mark Sturdevant, Carlos Jaramillo and Andrew Ho provided the Committee with an update regarding the most recent business visitations that occurred in May and June. Staff visited Michaels Arts and Crafts, King Liquor, Envelopes Tomorrow, Applebee's and Pick Up Stix.

### b. Public Comments

There were no public comments.

### c. Committee Comments

There were no Committee comments

## 6. Economic Activities Report -

### a. Review and Input

Carlos Jaramillo provided the Committee with a brief report on the list of new business licenses for May and June 2016. Carlos also provided the committee with an update on the RFP proposals received on Marketing and provided a copy of the draft revised Community Guide. Mr. Jaramillo asked committee members to review the document and submit comments and suggestions during the next week.

### b. Public Comments

There were no public comments.

### c. Committee Comments

The Committee discussed the look and layout of the Community Guide and there was a discussion about the number of pages that is should be. In the mini version it was suggested it be three fold and include the community events section.

## 7. Security Challenges Facing the Business Community -

### a. Review and Input

Corporal Scott Irwin gave a brief presentation to the Committee on what business owners can do to limit their liability when it comes to being a victim of theft, especially copper theft (A/C units). He left pamphlets that can be shared with business owners that identified programs that assist in security area frequent by vandals.

### b. Public Comments

There were no public comments.

### c. Committee Comments

There was a discussion about reaching out to developers to make them aware of the problem and that security cameras as these are very helpful in deterring crime. In addition, security cameras can capture license plate numbers or images of the suspects which then assist the Police in capturing the criminal.

8. Discussion of Future Topic-

a. Review and Input

There was a discussion about presenting information on a Wellness Grant and having a tour of the new City Hall.

b. Public Comments

There were no public comments.

c. Committee Comments

There was a discussion about the Move More, Eat Healthy grant as to how it relates to Economic Development and the Chamber.

9. Adjournment-

The Committee members adjourned the meeting at 2:26 p.m. to the next EDAHC meeting, which will be on September 8, 2016 at 1:30 p.m. at the La Habra Chamber of Commerce, 321 E. La Habra Blvd.



## Jul-16

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## **Business Visitation Program**

### **July 2016**

7/12/16

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#### **Certified Groomer's House (6-10 years)**

712 E. Whittier Blvd.

- Met with the owner, Mr. Chung Kun Chang ("Joe")
- Joe has been operating this business for the past six (6) years he has been a groomer for about 8 years
- He has been having issues with the phone company, Frontier, who took over for Verizon, Joe felt that Frontier is not very customer friendly and that their prices are too high
- Joe was also concerned with other pet grooming businesses in the area
- He wondered if the City could implement some kind of standards to the business license process to control those that are not certified groomers from opening a business in the area
- Joe had some health issues last year, so he is looking to retire soon
- He has not had any issues with the City

7/13/16

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#### **Auto World**

2501 W. Whittier Blvd.

- Met with the owner, Mostafa Ahmed
- Previous business at this location was a different dealership, Mr. Ahmed was a partner; he has been running his own dealership for about three (3) years now
- Most of his advertisement is done online
- Lots of out of state sales
- He is doing okay selling about ten (10) cars per week
- Mr. Ahmed is the main car buyer, but he also supervises all other purchases; he looks to purchases unique vehicles
- When construction on Whittier Boulevard and Beach Boulevard caused some traffic issues, it helped his business because he sold a truck to a man and his son who were stopped in traffic in front of his business
- He was very interested in becoming a member of the Chamber of Commerce

7/14/16

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**CMC Smog**

700 E. Lambert Rd. #E.

- Met w/ Chuck and his wife Jenny
- They have been at this location for 16 years
- Chuck used to work for the agency that oversees test only shops- Bureau of Automotive Repairs
- Jenny used to work for the DMV
- They feel that they have less customers because there are more test only shops in town
- They mostly advertise on-line and by word of mouth
- They send out postcards to their regulars to remind them to come back in and if they do they get a discount
- Their biggest complaint was issues they have had with what they call fraudulent shops
- They pride themselves in doing honest work and following regulations

7/13/16

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**Picture Perfect**

1845 W. La Habra Blvd.

- Met with the owner, Deborah Mohr
- She has been doing this type of work for over 30 years
- Deborah has been at this location for 20 years
- She mentioned that most of her customers are elderly
- She used to get more jobs per day and now her workload is really low
- The lack of work is causing some financial problems
- She is on a month to month lease
- Deborah is looking for a new location to move to
- Daisy and Kat will be helping Deborah to look for a new location

## Business Visitation Program Schedule

Date	Time	Business Name	Address	Manager/Owner	Contact	Category	Notes
Tues. August 9	9:00 AM	Stater Brothers	851 N Harbor Blvd.	Isaac Granados	562-694-3896	Top 50	Confirmed
	10:00 AM	El Cholo	840 E Whittier Blvd.	John Astin	562-694-8566	Top 50	Not Interested
	11:00 AM	The Spot Men's Hair	605 W Whittier Blvd.	Enriqueta Ocampo	714-618-8255	1-4 Yr	No Response
	12:00 PM	University Printing	153 E Whittier	Kathy	562-690-8954	1-4 Yr	Not Interested

Date								
	9:00 AM	Northgate	580 W La Habra Blvd.	Miguel Gonzalez	562-691-8032	Top 50	No Response	
<b>Wed.</b>	8:00 AM	Valentina Redden DDS Inc	111 N. Euclid St.	Valentina Redden	562-309-1070	5-9 Yr	No One at Site	
<b>August 10</b>	11:00 AM	Michael Kelley Designs	1120 S. Cypress St. #J	Michael Kelley	714-526-0276	10+ Yr	No Response	
	12:00 PM	B&W Custom Restaurant Equipment	541 E Jaime Ave.	Nathan Bojorquez	714-578-0332	10+ Yr	No Response	

**Following Businesses have declined/delayed the Visitation:**

DECLINED:

[illegible]

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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## **Business Visitation Program**

### **August 2016**

8/9/16

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#### **Starter Brothers (Top 50)**

851 N. Harbor Blvd.

- Met with the store manager, Issac Granados
- Issac has been at the La Habra location for 2 years, he was previously at the Ontario store
- Issac mentioned that except for some old shopping carts, most of their carts have the locking wheel mechanism which helps bring down the number of stray carts
  - If he gets a call about one of his carts he picks it up himself
  - Depending on the type of cart it can cost \$75-100 to replace them
  - Some people bring carts from other stores and leave them when they use the recycling center- located in their parking lot
- Overall the sales at this store are flat; this is a mid-size store
- What distinguishes Stater Brothers from other markets is the fact that they have butchers on site every day
- Customers would like to have a bakery but there is no opportunity to expand but in the service deli they have started to carry cakes
- Customers come all the way from Hacienda Heights and Rolland Heights
- No issues with the City; happy with the services they have received
- The recycling center draws people in to the store
- Issac asked about being more involved in the community and attending meetings and events- Mark gave him some information
- He inquired about help with job openings, asked if the city had job fairs-Community Development will have Employment and Training make contact with the store manager



## Brand Development & Marketing Strategy Services



City of La Habra  
Andrew Ho  
Community and Economic Development Director  
201 E. La Habra Blvd.  
La Habra, CA 90631

Proposal Deadline: Wednesday, June 15, 2016, 5:00 p.m.

Avant Marketing Group  
6 The Pines Court, Suite E  
St. Louis, MO 63141

314.576.7706  
[www.avantmarketing.com](http://www.avantmarketing.com)

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Project  
Statement

*If La Habra is merely seeking an advertising slogan or tagline to promote its community, a local advertising firm will best suit the town's needs.*

*If La Habra is truly seeking a brand identity that reflects the spirit, vitality and values of the People of La Habra...Avant Marketing provides a proven and effective approach that will instill "propulsive energy" throughout the community in meeting La Habra's growth and economic goals.*



Many times, municipalities totally focus on their marketing objectives and ignore the most important target audience – current residents and businesses. The Avant Marketing “Living the Brand” Process ensures the engagement of your community throughout the entire process.

Our approach gains input, feedback and consent from internal stakeholders throughout the process. In this way, both residents and businesses gain ownership of the brand identity and have potential of becoming “Brand Fanatics” – who are your best and most cost-efficient means of promoting your community.

And when the brand identity is based on the shared values of the community, the brand becomes a driving compass point that generates “propulsive energy” for the entire community.

### Why Develop A Brand Based On Community Values?

Any residential real estate agent is familiar with the following story

*A young couple is seeking their first home and they contact a real estate agent. They provide the agent with a list of amenities that they are seeking in a house. These may include location, school system, style of home, number of bedrooms, etc. The agent inputs the information into the MLS System and prints out a number of properties that are available for viewing.*

*The couple, accompanied by the agent, begins home tours. They carry with them a clipboard and begin checking off amenities for each house as they tour – some have many, some only a few.*

*On the third day, on the way to another listing, they drive past a home with a “for sale” sign and ask the agent if they could tour that home. The agent tells them that she is familiar with the property and it does not offer any of the amenities they are seeking. Pushing the agent, the couple convinces her to contact the listing agent and gain permission to tour the home.*

*As soon as the couple enters the front entrance of the home, they shout, “This is it, we want to buy this home!”*

*Though the couple went shopping for a house, what they purchased was a home. Thriving communities and business districts are no different. People are what make up a community and that provides the unique values that represent community beliefs.*

**Moral of the Story: Proper branding can identify municipalities – not as houses – but as homes that invite businesses, visitors and potential residents into the community based on sustainable shared values.**

In addition, many firms that compete for municipal branding assignments focus on creating an “advertising slogan” versus truly defining the community and its values. Though the slogan may seem unique, it lacks identifying brand values that form the cornerstone of the community’s identity. Avant Marketing focuses on defining the shared values of the community and then develops key messages, slogans and taglines that translate those values relevant to the different audiences – including economic development, resident, tourist and resident target audiences. It is simple: brand first, messaging second.

***The City of La Habra is seeking brand marketing consulting services to develop a distinctive brand identity that will define the City of La Habra to prospective businesses, residents and visitors. The City is seeking a brand identity that truly reflects its existing mix of business, cultural, infrastructural, economic and social assets that will be the basis for unique, compelling messages for target audiences.***

Through our investigative process, not only will we have the ability to define the key values in developing the brand identity, but we will identify and define prioritized opportunities that will assist in the economic growth of the community.

Unlike many firms participating in municipal brand development, Avant Marketing does not brand “the place” but “the people of that place”. Our branding is based on identifying the key brand values of the community that are sustainable over time. The positioning, though it can be used as a municipal slogan, identifies the passion and commitment of your people – it defines your unique energy that will define your progress and growth in the future.

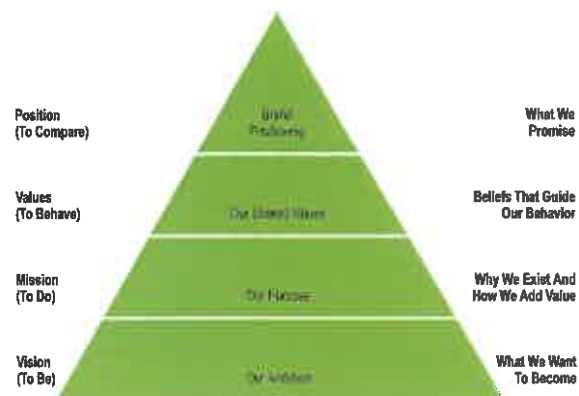
Avant Marketing will employ its proprietary “Living the Brand” development process for this project. The Living the Brand process has several direct benefits:

- It connects people to your brand
- It generates ownership of city, business and developmental strategies among community leadership
- It gives your community a clearer sense of purpose and common direction
- It guides the way your community sells and promotes its image
- It provides criteria for business priorities and community decisions
- It crystallizes what’s great about your community tied together under a common theme
- It gives you confidence

If properly developed, the new Jonesboro brand will not only instill a strong sense of pride with existing residents and businesses, but will act as a strong “calling card” for potential residents, businesses and visitors to the community.

The developed comprehensive Brand Identity Platform is made up of four components:

- Brand Vision – *To Be***
- Brand Mission – *To Do***
- Brand Position – *To Compare***
- Brand Values – *To Behave***



These four components are then distilled into memorable shorthand that becomes the internal “Battle Cry” and external tagline that we refer to as the **Brand Essence – *To Distill***.

## Stage 1: Research

As a market planning firm, our core expertise is market research which is the basis of all branding and marketing plans. We will initially review all available documents including the City's Economic Development Plan/Strategy, General Plan 2035 and the Community Services Department Programs, Events and Services.

To begin the primary research process, Avant Marketing will meet and interview elected officials, city staff and recommended community leaders. Our plan includes a minimum of 30 interviews that will mainly be conducted in-person.

From these discussions, Avant Marketing will develop a discussion guide for focus groups with community stakeholders.

We are recommending conducting the following focus groups:

- 2 resident groups
- 1 business group

Each group can include up to 16 participants. It is anticipated that all groups can be held in the evening at a convenient municipal location.

### Leadership Interviews

Elected officials, city staff and selected community leaders will be recruited to participate in a 30-minute discussion concerning La Habra. These probing interviews will explore the sustainable assets and values of the community that can be utilized in the development of the brand platform.

### Resident/Business Focus Groups

Avant Marketing will conduct focus groups with residents and business owners. Participant candidates can be supplied by the City Council Members and Staff to ensure participation for all areas of the community. The groups will be designed to gain insight through in-depth discussion of the values and brand attributes. Each group will be scheduled for 90 minutes in length.

Again, based on the our approach to brand the People of La Habra more than the place, the interviews and discussions will focus not only focus on the assets of the community, but shared community values which can be used as a platform of a sustainable brand identity.

## Stage 2: Brand Platform Discovery

### **Brand Platform Development/Positioning Statement**

From the above research, Avant Marketing will develop an initial Brand Platform that includes the brand mission, vision and values. From these initial Platform components, Avant Marketing will develop up to five brand positioning statements.

For validation, Avant Marketing will invite previous research participants as well as the general La Habra public to review and evaluate the 5 positioning statements through an online survey.

Avant Marketing will then present a review of the research and its Brand Platform recommendations to the City.

## Stage 3: Visual Identity

### **Creating the Visual Identity**

Avant Marketing will develop three (3) distinct creative representations of the brand identity based on the approved Brand Platform. Each representation will include graphic logo options and Brand Essence (tagline) and demonstrated extensions to a variety of applications including a print advertising campaign and social media presence. The work will be presented to the City for review and approval.

### **Development of Base Collateral Designs**

Based on the approved logo and tagline, Avant Marketing will finalize the collateral designs for the base communication components including identity communications.

### **Development of Style Guide**

Avant Marketing will also develop the La Habra Brand Guide and Standards. This will be a comprehensive style guide including usage and non-usage standards for all communications components. The guide will be provided as an electronic file for distribution to Staff and all vendors.

### **Living the Brand and Launch**

Avant Marketing's proprietary "Living the Brand" process ensures brand engagement with key stakeholders and the general community. Our approach includes both "Living the Brand" workshops as well as a formalized Brand Launch in the community.

### **Living the Brand Workshops**

Avant Marketing will conduct three Living the Brand Workshops – one will be designed for City Staff and Employees and the remaining two will be open to the public – particularly community and business leaders.

The workshops are 2 hours in length and use the following outline:

- Defining the importance of branding and how branding affects our behavior and purchasing decisions.
- Identifying personal values that lead to shared community values.

- Participant exercise that allows participants to internalize the defined La Habra community values.
- Review of the new La Habra Brand Platform components.
- Utilizing the La Habra Brand Platform to make day-to-day decisions as well in the communications and marketing approaches for both residents and businesses.

#### Brand Launch

Avant Marketing truly believes that a Municipal Brand Launch should be a celebration of community achievement that is recognized in the new brand identity. We will assist La Habra in developing this community celebration that can be scheduled concurrently with an established event. Components of the Brand Launch normally includes a **press event**, general public introduction and a social event for the community.

#### Stage 4: Communications Plan

Avant Marketing will develop a 2-year marketing plan that will best build awareness for the new La Habra brand identity. The plan will include both traditional communication strategies as well as unique components based on the new brand positioning. All tactics will be provided with cost estimates and proposed scheduling.

(Please note: The Living the Brand Workshops in Stage 3 will be an important part of developing engagement with the brand of internal audience members.)

## References

**Chris LaMay, Town Manager, Town of Bayfield**, 1199 Bayfield Parkway, Bayfield, Colorado 81122; Phone: 970.884.9544;  
Email: [clamay@bayfieldgov.org](mailto:clamay@bayfieldgov.org)

**Ray Reich, Downtown Development Manager, City of Florence**, 324 West Evans St., Florence, SC 29501; Phone: 843.678.5913;  
Email: [reich@cityofflorence.com](mailto:reich@cityofflorence.com)

**Diane Raymond, Executive Director, Heart of Medford Association**, 33 N. Central Avenue, Suite 408, Medford, Oregon 97501; Phone: 541.521.1893  
Email: [heartofmedford@gmail.com](mailto:heartofmedford@gmail.com)

**The Honorable Shelley Welsch, Mayor of University City, Missouri**, City of University City, 6801 Delmar Blvd., University City, Missouri 63130; Phone: 314.505.8608;  
Email: [mayor@ucitymo.org](mailto:mayor@ucitymo.org)



## Project Team Members

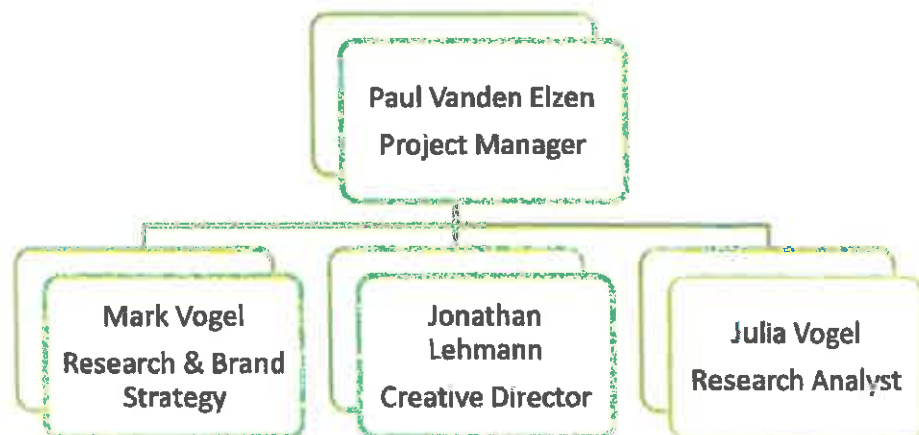
The Avant Marketing Group is a market research & planning firm located in St. Louis, Missouri. Our specialization is focused on brand development and management for enterprises – including municipalities. Branding is what we do and is our core expertise and source of revenue. Our municipal clients utilize our market research to both develop and to grow brand equity for their communities, improve their economy and to attract visitors.

We have a long list of clients who have benefited from our branding process including Florence, South Carolina; Bayfield, Colorado; Salinas, California; University City, Missouri; Medford, Oregon and Humboldt, Saskatchewan.



***City of Salinas, City of University City and Downtown Medford all have unique attributes, but they have all employed the Avant Marketing “Living the Brand” development process to identify their communities and to engage economic development for their communities.***

Avant Marketing was established in 2004 and has conducted both quantitative and qualitative brand equity research in the United States as well as in 38 countries internationally. Our research is the basis of our “Living the Brand” approach to brand management and brand equity development that is practiced by communities ranging from 2,400 to 150,000 in population as well as diversified corporations and companies conducting business around the globe.





## Team Experience

### **Paul Vanden Elzen**

Paul will manage this project. He will be responsible for research recruitment and managing the brand development process. He has also project managed the branding efforts for Bayfield, Colorado and Florence, South Carolina.

He received his B.S. in Marketing and Psychology from the University of Wisconsin Whitewater. He is an Eagle Scout and is very active as a community volunteer and enjoys spending his time hiking and camping.

Paul will devote 50 percent of his time for this project.

### **Mark Vogel**

Mark will lead the market research, planning and strategic brand development.

Mark is responsible for the platform development of Bayfield, Salinas, University City and Medford. Work for Florence, South Carolina is also near completion. He began his career leading corporate strategic plans and marketing activities. Most notably, Mark developed the current brand position for THE BOLD LOOK OF KOHLER, Andersen Windows and for the USDA Rural Development. He is recognized as a leading branding expert, including in the hospitality segment, having directed the branding and marketing efforts of Kohler's American Club Resort for over 10 years.

Mark received his B.S. in Communications from the University of Illinois, Champaign/Urbana. He is an avid outdoor enthusiast and raised his three daughters in St. Louis, Missouri.

Mark will devote 25 percent of his time for this project.

### **Jonathan Lehmann**

Jonathan has over 30 years of design and creative director experience, branding and marketing companies for institutions and products. He is strategically focused and translates research and client input into well-designed and engaging communications tactics. He is also a professional photographer and is responsible for the creative design of the new Bayfield, Colorado brand.

He has earned numerous awards in design and communications, including Addy, NAMA, CAMA and IABC awards. Jonathan graduated with a Bachelor of Fine Arts in Graphic Communications from Washington University in St. Louis.

Jonathan will devote 25 percent of his time for this project.

### **Julia Vogel**

Julia has been with Avant Marketing for over two years and is involved in the analysis of all quantitative and qualitative research projects. She was actively involved in the development of the Bayfield, Colorado brand and the current development of the Florence, South Carolina brand.

She is an avid photographer and is continuing her studies in Communications and Visual Media.

Julia will devote 15 percent of her time on this project.

**Medford, Oregon**

The City of Medford, Oregon has had to redefine itself. Where Medford once thrived as the central trading area for timber and agriculture, it has now repositioned itself with investment in the service and educational sectors.

Medford selected the Avant Marketing Group to re-brand its downtown area to reflect the upgraded environment. By doing so, the marketing effort will have a branding "flagship" that will assist in increasing awareness, traffic and revenues for the area business.

**Primary:** Residents in Lincoln County, Oregon

## Goals & Objectives

## Branding Process

## Brand Platform Formation

**BRAND VISION:**

6. *2015-2016, Sum. F.* *2015-2016, Sum. F.* *2015-2016, Sum. F.* *2015-2016, Sum. F.* *2015-2016, Sum. F.*

**BRAND MISSION:**

We embrace the legacy of our history while promoting economic prosperity with unique and eclectic experiences in shopping, dining, entertainment and other amenities for Southern Oregonians.

**BRAND VALUES:**

- Strong commitment and loyalty to the growth and prosperity of our community
- Respect for our community's history and heritage of our district
- We embrace the individual spirit, creativity and entrepreneurship demonstrated by our merchants
- We take pride in our authenticity and genuine work ethic focused on making our district a great place to invest as a business by offering an environment that has high appeal to Southern Oregonians

**BRAND POSITIONING:**

Downtown Medford is both old and new, offering an authentic eclectic environment of restaurants, shops, services and activities that thrive on the respect for history while focused on meeting the cultural, entertainment and social needs of today's Southern Oregonian.

**BRAND IDENTITY:**

Metro Medford

**BRAND ESSENCE:**

Historically Centered. Progressively Inspired.



## **City of Salinas, California**

### **Need/Opportunity**

Salinas, California is a city of approximately 150,000 residents located in Monterey County of Central California. Home of John Steinbeck, its history is well documented in several of his novels. The community is agriculturally based – supplying over 85 percent of the world's leafy produce.

In recent times, the image of the community has been distorted by increased crime and gang activity. As Monterey County's largest city, this image has been detrimental to both resident and business development growth. Avant Marketing was selected through a national search to research and develop a new brand identity for the community.

### **Intended Audiences**

Primary: Salinas Residents

Secondary: Prospective Residents and Businesses; California Tourists

### **Goals & Objectives**

Define a true brand for the community that resonates with residents, potential residents and businesses that unifies all stakeholders to a common identity

### **Salinas Overview and Branding Process**

Avant Marketing conducted focus groups and one-on-one interviews with over 80 residents that included both civic and business leaders of the community. In addition, over 180 residents participated in an online survey for brand development input. Finally, a validation online survey was initiated with 45 previous research participants.

### **Brand Platform Formation**

Avant Marketing developed the following brand platform for Salinas:

#### **BRAND VISION:**

A progressive and diverse community focused on the quality of life and prosperity of all residents

#### **BRAND MISSION:**

We embrace our history, values and diversity, while promoting prosperity of our land and people

#### **BRAND VALUES:**

- We respect and value our land and resources
- We take pride in the strong work ethic of our people
- We honor our history, heritage and diversity
- We are truly committed to family, neighborhood and community
- We are focused on growth and the quality of life for all residents

**BRAND POSITION:**

Salinas is a good place with good people...to grow and prosper...with full respect for our land, heritage and diversity.

**BRAND ESSENCE:**

Salinas – Rich in Land. Rich in Values.

**BRAND MARKETING SLOGAN:**

El Sabor de la Vida (The Flavor of Life)



## **City of University City, Missouri**

### **Need/Opportunity**

University City is an inner-ring suburb in St. Louis County, Missouri. With a population of 35,000 residents, it is one of the oldest suburbs in the county and was one of Missouri's first planned communities. It is adjacent to St. Louis City and Washington University.

The community is extremely diverse with activist residents. Unfortunately, in recent years, several misconceptions of the community have been established. The perceptions of crime and a weak school system have influenced external audiences from visiting or considering the community for relocation.

Through a formal selection process, Avant Marketing was selected for the brand research and development assignment and to manage the public communications marketing program.

### **Intended Audiences**

Primary: University City Residents

Secondary: Prospective Residents and Businesses; Domestic and International Tourists

### **Goals & Objectives**

Define a true brand for the community that resonates with residents, potential residents and businesses that unifies all stakeholders to a common identity

### **University City Overview and Branding Process**

Avant Marketing conducted focus groups and one-on-one interviews with over 140 residents that included both civic and business leaders from the community.

### **Brand Platform Formation**

Avant Marketing developed the following brand platform for University City:

#### **BRAND VISION:**

To be a global community that celebrates diversity and the multi-cultural beliefs of our residents.

#### **BRAND MISSION:**

To be a progressive and diverse community focused on the quality of life of all residents.

**BRAND VALUES:**

- We embrace cultural diversity in our community and among our residents
- We take great pride in our homes, neighborhoods and community
- We honor our history and heritage
- We value arts and culture
- We protect individualism and promote a vibrant environment for creativity and invention
- We are focused on the growth and quality of life for all residents

**BRAND POSITIONING:**

University City is a diverse and forward-thinking global community that offers a better quality of life for those seeking a vibrant environment in which to work, play, or to call home.

**BRAND ESSENCE:**

University City – Neighborhood to the World.



### **Bayfield, Colorado**

Bayfield is a small community located on the Colorado western slope and in the Four Points southwestern region of the state. In close proximity to Durango, it is commonly known as a “bedroom community” for the larger city and lacked its own brand identity.

Through a formal competitive process, Avant Marketing was selected to develop a new community brand identity and brand marketing plan. Interviews were community and business leaders and a well-attended focus group were conducted as part of the market research. Though the community is viewed as “rural”, there is opportunity to recognize many of the achievements of the community and its people. A strong school system, nationally-recognized library, state champion football team and growing industries – all happening within the scenic beauty of the Pine River Valley, provided an excellent platform for the brand development.

### **Intended Audiences**

Primary: Potential residents and new business investment

Secondary: Current residents of Bayfield

### **Goals and Objectives**

Develop an identity and sense of community for the residents of Bayfield that can be utilized to attract residents and business investment.

### **Brand Platform Formation**

Avant Marketing developed the following Brand Platform for Bayfield:

#### **BRAND VISION:**

A thriving community that ensures the quality of life for all residents while maintaining our values and small town character.

#### **BRAND MISSION:**

We are a community focused on continued prosperity and economic growth while maintaining our small town values and natural scenic environment.

#### **BRAND VALUES:**

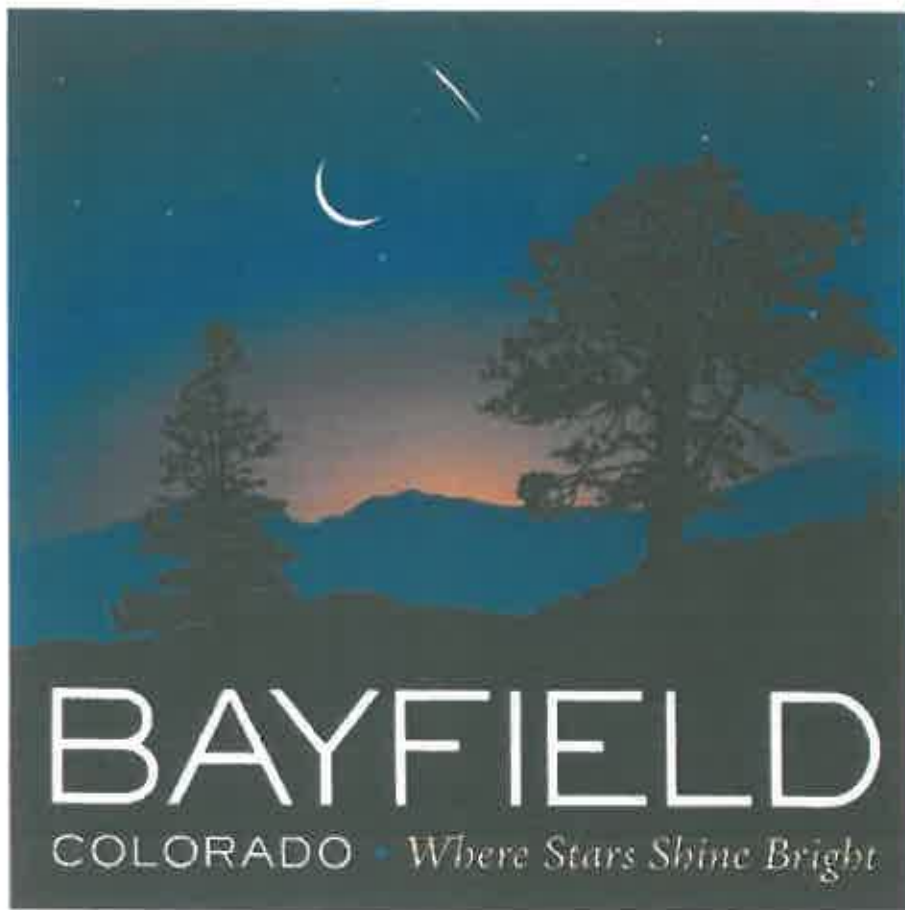
- We respect our heritage – our community work ethic is rooted in the hard-earned achievement of past generations.
- We respect independence, foster education, and value our natural scenic environment.
- We welcome diversity in our schools, residents and businesses that enhances the cultural fabric of our community.
- We are a community family devoted to the quality of life for every resident. We are helpful, caring and morally grounded.

#### **BRAND POSITIONING:**

Bayfield is a welcoming community that values diverse growth in our schools, residents and businesses which enhances our cultural fabric. We respect independence, foster education and value our natural scenic environment. We are a community family focused on the quality of life for every resident – an authentic small town experience in the Heart of the Pine River Valley.



BRAND ESSENCE: Bayfield, Colorado – Where Stars Shine Bright.



Project Stage	Activities	Schedule
Stage 1 – Research	Review existing City documents and plans. Conduct up to 30 one-on-one interviews. Conduct 3 focus groups.	Weeks 1-6
Stage 2 – Positioning/Discovery	Develop potential positioning statements. Validate positioning statements through online surveying. Prepare final Brand Platform for City approval.	Weeks 7-10
Stage 3 – Visual Identity	Develop 3 unique concepts with tagline options. Develop base collateral concepts. Develop style guide. Plan Brand Launch. Conduct three Living the Brand Workshops.	Weeks 11-16
Stage 4 – Communications Plan	Develop 2-year communications plan.	Weeks 17-18

## Estimated Budget

Avant Marketing recommends the following budget for this project:

Project Stage	Activities	Budget
Stage 1 – Research	Review existing City documents and plans. Conduct up to 30 one-on-one interviews. Conduct 3 focus groups.	\$17,500
Stage 2 – Positioning/Discovery	Develop potential positioning statements. Validate positioning statements through online surveying. Prepare final Brand Platform for City approval.	\$ 4,500
Stage 3 – Visual Identity	Develop 3 unique concepts with tagline options. Develop base collateral concepts. Develop style guide. Plan Brand Launch. Conduct three Living the Brand Workshops.	\$12,000
Stage 4 – Communications Plan	Develop 2-year communications plan.	\$ 5,500
<b>Total:</b>		<b>\$39,500</b>

Note: 25 percent of estimated budget is due upon project approval with remaining invoicing submitted at the end of each project phase. Avant Marketing Group does not charge for reasonable travel or out-of-pocket expenses.





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## Brand Development & Marketing Strategy Services



**CITY OF LA HABRA**

201 E. La Habra Blvd., La Habra, CA 90631

Attention:  
Andrew Ho,  
Community and Economic Development Director



**BADALI DESIGN** *communications*

June 14, 2016

City of La Habra  
Andrew Ho  
RFP Administrator  
201 E. La Habra Blvd.,  
La Habra, CA 90631

Dear Mr. Ho,

Badali Design Communications (BDC) has read the request for proposal in its entirety and fully understands the content. However, our firm is a branding and design agency that specializes in the creative process based upon research developed from outside agencies. Therefore, we are submitting a proposal for Stage 3 of your outlined process. We hope you will see the value in considering our firm to develop the visual identity for your city. Especially since our firm specializes in working with municipalities and the fact that we are located in a neighboring city which allows us to have an insight to La Habra that other firms outside the area probably do not have. Other firms may even be out of state which will be difficult to gain the inside nuances that a local firm is privy to. With sixteen years of branding experience, we are confident that we can be a great partner to the city of La Habra. Our history of work with city government as well as private sector companies will demonstrate our level of success that we have established for our clientele. We look forward to the possibility of helping you unite the community by establishing a clear and cohesive brand platform that will be carried throughout the various civic departments within La Habra. Our references are listed on page 7 of our proposal.

Principal contact & location:

Lena Badali, President  
Badali Design Communications, Inc.  
6737 S. Bright Avenue, # B3, Whittier, CA 90601  
(562) 945-5100  
Website: [badalidesign.com](http://badalidesign.com)  
Facebook: [www.facebook.com/badalidesign](http://www.facebook.com/badalidesign)  
LinkedIn: <https://www.linkedin.com/in/lena-badali-a0b99712>  
Twitter: @badalidesign

Best Regards,

Lena Badali



Badali Design Communications (BDC) began as a sole proprietor in 2000 by founder, Lena Badali and later became an S-corporation in the year 2011. Initially the firm had only a single location. As growth continued, the addition of a second office location emerged in Arizona to serve our clients in Downtown Phoenix and the surrounding cities. Our staff listed for this project does not include the staff from our Arizona location and only our California team members.



BDC has successfully been in business for sixteen years. The firm was formed with a simple goal in mind...to be an exemplary branding and design agency that creates innovative branding and marketing communications through integrated services. We accomplish this through comprehensive skillsets including:

- Branding
- Graphic Design
- Digital Media/Website Design
- Print Management
- Mail Fulfillment
- Translation
- Concept Development
- Advertising
- Copywriting
- Photography
- Video Production



Our firm has been in business for sixteen years and our portfolio of work primarily stems from city government projects which makes our firm an extremely qualified vendor to fulfill the Scope of Work for Phase 3 of this RFP.

Since our early beginnings, BDC has delivered effective brand strategies that solve our clients unique challenges by listening to their concerns, studying their target audience(s), and explore a variety of design approaches. We understand how to effectively and efficiently reach our clients target markets in an engaging and fresh approach through customized branded design solutions.

BDC has built a specialized niche working with municipalities which gives our firm a unique insight to working with these type of organizations. Under the sixteen year leadership of principal, Lena Badali, the firm has been successful in providing innovative and effective design communications that meets the goals of our public sector clients. Additionally, BDC has a history of providing creative services that has been completed successfully and within budget. As a result, we have become very knowledgeable with developing and implementing branding platforms for various city departments such as Housing, Parks and Recreation, Transportation, and City Planning. Our design services have proven successful over a wide range of mediums that support citywide campaigns as you will see in our work samples.

There is a unique value that can be placed on the continual work experience BDC has working with government agencies and the private sector. We are able to successfully handle the most demanding turnaround schedules because we are ready for it and quite frankly, we expect it. Equally important is to provide our services at a competitive price without compromising the integrity of the final product. We are able to provide our services at a lower cost because we work lean and have lower overhead costs than most. We know how important it is for La Habra to get the most value from their vendors. We have provided design and branding services to cities that range from simple projects to comprehensive brand campaigns.

We've helped build numerous successful city brands because of our experience and the fact that we have been doing it for so long. BDC performs its day to day activities with a proactive approach rather than reactive because we know what to expect which affords us more insight than most design firms. We are prepared to create and support the new brand of La Habra through effective design solutions that will meet your goals just as we have done successfully for other municipalities over the past decade.





As with other city branding assignments that we've had the pleasure of working on, our firm fully submerges ourselves with the findings and information that was gathered during the research phases. In this particular instance, this would be phases 1 and 2 as outlined in the City RFP. These discoveries serve as the foundation to our brand approach. It's what navigates the brand messaging and the design process that ultimately culminates into the visual brand identity.

Past projects that are similar in nature would be the brand identity system we created for the Downtown San Mateo Association. This bay area city had a downtown district that needed a clear message and branding system to articulate its unique characteristics so that it could position itself to appeal to its target audiences and stakeholders. Our work samples showcase the branding system for this project.

Also, the rebranding system and campaign we developed for the City of Bell brought them out of a season of misfortune due to scandalous leadership. Fortunately, BDC was able to bring back a strong sense of community amount the primarily hispanic city with a branding system that was reminiscent of the hispanic culture.

Additionally, our firm was able to revitalize one of the largest shopping malls in the country. Our branding architecture created a culture of modern iconic images that captured the audience and brought new life into the visual identity that was stuck in old and ambiguous messaging.

Our firm is very familiar with the city of La Habra....we are quite fond of this city due to our personal involvement. We realize there is more for us to learn than what we know on the surface level but we know the research in Phase 1 and 2 will give us the information that will fill in the gaps of areas that are unknown. But let's talk about the things we do know. Like the fact that La Habra is not a city with easy freeway access. One could interpret that as a negative but it could also be a positive in that it allows for less noise and relatively quiet neighborhoods. Or how about the desirable location of being central to both Los Angeles and Orange counties? We could also talk about Westridge Golf Course and how the threat of developing the greens into more housing could effect the values of surrounding neighborhoods. The positive to that situation could be the increase in sales tax generated from the surrounding retailers. And then there's the yearly event "Love La Habra" which is one of our favorites. "Why" you might ask? Our firm's founder, Lena Badali, is an attendee and church council member of the Warehouse Foursquare Church that played a big role in the volunteer organization to that event through the Love Your Cities organization. Lena is proud to be a member of her church that is focused on giving back to the La Habra community under the leadership of Pastor Kurt Fuller. In summary, we are prepared to work with the vendor you select for Phases 1, 2, and 4 and will complement the strategy and branding process with an insight to your city that others might not have. We are local to you and ready to roll up our sleeves to work hard for you and help improve community unity for the city that we have a personal stake in. We hope you see the value we can bring to La Habra!



### DOWNTOWN SAN MATEO ASSOCIATION

Project > Brand Development and Implementation



We were responsible for a variety of projects that we took the lead on while other projects we helped facilitate. Managing many projects at the same time was integral to the success of the campaign. Services included:

- Brand strategy and concepting
- Digital marketing development
- Conceptual creative design
- Brand Architecture
- Social media planning
- Translation (Spanish)
- Print and digital creative development/production
- Print management
- Web and video production

### OCTA Project Manager

Kelly Mitter

### BDC Key Personnel Team

Lena Badali, Ashley Lara, Douglas Croot

### Results

The downtown district became clear on who they were and their unique characteristics that attracted neighboring cities to visit. The public became energized at the cohesiveness the brand introduced.



### CITY OF BELL

#### Project > La Campana Campaign



A new beginning was in order for the city of Bell who had endured an unfortunate scandal years prior. BDC was asked to develop a visual brand that would serve as the city's new beginning and would resonate a mood of celebration. One of the key components to the new brand was the aspect of a strong community. Additionally, the launching of their new fixed route shuttle service, "La Campana," (The Bell), would play an important role in tying the new visual brand into the new shuttle service. As a predominantly hispanic community, we developed a system that reflected waves of party streamers to evoke a fiesta theme across numerous types of media. Project included:

- Brand initiatives
- Concept development
- Graphic design
- Conceptual creative design
- Illustration
- Video production
- Print management
- Web development
- Copywriting and editing
- Illustration
- Social media
- Event planning (ribbon cutting)

#### Bell Project Manager

Allen Perdomo

#### BDC Key Personnel Team

Lena Badali, Ashley Lara, Douglas Croot

#### Results

BDC was able to enroll the news media to cover the launch event. "Bell is finally getting some positive coverage," City Councilman Nestor Valencia told a reporter prior to a festive ribbon cutting and celebration. The overall results were positive and united the community in an unprecedented way.



### **MALL OF AMERICA**

Project > 2013 CNG Bus Campaign



BDC was responsible for creating a new identity for the 20 year old brand. The challenge was to create an identity system to communicate: beyond shopping, the multigenerational landmark destination embodies the pulse of popular culture. The new identity embraces the diversity of the mall – world class fashion, exquisite dining, amusement parks and events. The comprehensive program included:

- Brand assessment and development
- Visual language
- Conceptual creative design
- Promotional items
- Launch materials
- Print and digital creative development/production
- Print management
- Web development
- Copywriting and editing
- Graphic standards

### **MBL Project Manager**

Joseph Anthony

### **BDC Key Personnel Team**

Lena Badali, Ashley Lara, Douglas Croot

### **Results**

BDC was able to achieve the visual attention this iconic mall deserved. The new identity reflected the dynamism of the mall with a flexible, iconic, bold, and unmistakable mark. It was great to see the brand featured on major networks which created a huge buzz within the neighboring communities.



## REFERENCES

1

### MALL OF AMERICA - TRIPLE FIVE GROUP

Contact Name: Joseph Anthony  
Address: 60 E. Broadway, Bloomington, MN 55425  
Phone Number: (562) 324-4336  
Email: Jab253256@gmail.com  
Project End Date: 8/15/12

2

### CITY OF BELL

Contact Name: Allen Perdomo  
Address: 330 Pine Ave., Bell, CA 90201  
Phone Number: (323) 773-1596  
Email: aperdomo@cityofbell.org  
Project End Date: 3/1/13

3

### DOWNTOWN SAN MATEO ASSOCIATION (DSMA)

Contact Name: Kelly Mitter  
Address: 100 South Ellsworth Ave., 204-2, San Mateo, CA 94401  
Phone Number: (336) 306-8256  
Email: kellymitter@sbcglobal.net  
Project End Date: 6/30/10

\* Kelly no longer works at DSMA but is available to contact for reference.



Shortly opening our doors, BDC won our first government contract. Since then, we have continued to win and re-win that same contract for sixteen years with many other appreciated contract wins along the way. Through our experience, BDC continues to win many municipal contracts. We pride ourselves on the knowledge we have gained and refined over the years in working with cities because it has given us the ability to run our firm with a proactive approach. That same success has provided opportunities to work for other public agencies such as City of Riverside, City of Norwalk, Culver City, Montebello Bus Lines, City of Santa Barbara, and City of Bell to name a few. Each team member has played an important role in providing our clients stellar customer service and on-target design solutions. Our team (and any team for that matter) is only as strong as its weakest link which is why we spend a great deal of time researching top talent before bringing them onto our team.

Although Lena Badali is the key contact and project manager for all work that comes through our offices, each team member is fully apprised of the details of each project and can communicate with our clients directly regarding the status and progress of their project. Our team is prepared to respond to La Habra's requests within a 24-hour timeframe.

The following list reflects the proposed BDC key personnel. Our firm will not be enrolling the use of subcontractors to fulfill the Scope of Work for this contract.

### **Key Staff: Lena Badali**

Proposed Position/Current Assignment:  
Project Manager/Creative Director

Commitment to Current Assignment: 50%  
Availability for La Habra Projects: 50%  
Years with BDC: 16 years

### **Key Staff: Douglas Croot**

Proposed Position/Current Assignment:  
Senior Brand / Graphic Designer

Commitment to Current Assignment: 60%  
Availability for La Habra Projects: 40%  
Years with BDC: 11 years

### **Key Staff: Ashley Lara**

Proposed Position/Current Assignment:  
Brand / Graphic Designer

Commitment to Current Assignment: 70%  
Availability for La Habra Projects: 30%  
Years with BDC: 8 years



**BADALI DESIGN** *communications*

## Key Positions

**Contact:**

**[lena@badalidesign.com](mailto:lena@badalidesign.com)**



### **LENA BADALI**

Principal/Creative Director

- Profile:** Creative Director, Project Manager, and Senior Graphic Designer with 16 years of professional experience on a variety of projects that include but not limited to branding, corporate identity, company brochures, marketing and advertising campaigns, and company collateral.
- Experience:**
- BADALI DESIGN COMMUNICATIONS, Whittier, CA - PRINCIPAL, 1998-2016**
- Responsible for managing client projects including conceptual layout, market strategy, art direction, concept development, design implementation, final digitized artwork, media placement and printing supervision.
  - Managing daily business operations that include client meetings, account and staff management, budget analysis/management, and customer service.
  - Ideation and development of proposals for client work. Presentation of artwork and strategy.
- McADAMS GROUP, Newport Beach, CA - SR. GRAPHIC DESIGNER, 1996-1998**
- Responsible for overseeing the design phase of all projects from concept to completion. Participated in client meetings to ascertain goals and objectives of each project.
  - Art directing photography and implementation of final artwork. In charge of major accounts that included Applebee's Restaurants, Black Angus, and Sony Pictures.
- CBO DESIGN., Hollywood, CA - SR. GRAPHIC DESIGNER, 1993-1996**
- Responsibilities included conceptual design, design implementation, revisions, and materials presentation. Accounts included Paramount Pictures, HBO, Touchstone Pictures, and Image Movers Entertainment.
- Education:**
- A.A. — Commercial Art, Rio Hondo College, 1990  
B.F.A. - Visual Communications, Cal State Long Beach, 1993
- Awards:**
- Communications Arts Design Competition, 1999 - 1st place - Annual Report  
Communications Arts Design Competition, 2000 - 2nd place - Ad Series Campaign  
Communications Arts Design Competition, 2004 - 1st place - Marketing Campaign  
HOW Design Competition, 2002 - 2nd place - Trade Publication Advertisements
- Memberships:** Association of Graphic Arts, Los Angeles





**Contact:**  
[dcroot@badalidesign.com](mailto:dcroot@badalidesign.com)



**DOUGLAS CROOT**

Senior Brand / Graphic Designer

- Profile:** Assistant Creative Director with over 30 years of professional experience in a variety of skillsets that include strategic planning, creative direction, design production and implementation, and video production.
- Experience:**
- BADALI DESIGN COMMUNICATIONS, Whittier, CA - SR. GRAPHIC DESIGNER, 2005-2016**
- Responsible for assisting in the conceptual design phase of projects which include concept planning, production management, and brand development.
- RILEY & ASSOCIATES, Newport Beach, CA - SENIOR DESIGNER, 1999-2005**
- Responsible for overseeing the design phase of all projects from concept to production. Also, art directing photography and implementation of final artwork.
- SYNERGY DESIGN, Irvine, CA - DESIGNER, 1993-1998**
- Managing daily business operations that include new business development, client meetings and management, staff management, and customer service.  
Accounts: Heinz Pet Foods, Nautilus, Sinclair Paint, and StarKist Foods
- SANTA BARBARA MTD, Santa Barbara, CA - EXECUTIVE ART DIRECTOR, 1989-1992**
- Overseeing marketing communications and branding management.  
Implementation of conceptual design programs into the production phase.  
Coordination of community participation of programs.
- RUTLAND TOOL, La Habra, CA - JR GRAPHIC DESIGNER, 1987-1989**
- Design and production for print collateral, preparation of digitized artwork for print production, assist with onsite press checks and final approval on artwork.
- Education:** B.A. — Fine Arts with Graphic Design emphasis, Cal State Fullerton, 1987
- Awards:**
- Communications Arts Competition, 1995 - Corporate brochure for Metlife  
Communications Arts Competition, 2001 - Xerox packaging  
Print Magazine Award, 2003 - Ad Series for Paine Public Relations





Contact:

[asinohui-lara@badalidesign.com](mailto:asinohui-lara@badalidesign.com)



**ASHLEY LARA**

Brand / Graphic Designer

**Profile:**

Highly skilled Graphic Designer with years of extensive experience in developing marketing campaigns in cross-functional departments. Extensive knowledge of design principles, content development and management, and print marketing strategy and implementation. Proficient in Adobe Creative Suite software and strong attention to detail. Excellent interpersonal and communication skills, facilitating presentations and productive relationships with customers, partners, employees and vendors.

**Experience:**

BADALI DESIGN COMMUNICATIONS, Whittier, CA - GRAPHIC DESIGNER, 2008-2016

- Responsible for assisting in the conceptual design phase of projects which include research and development, concept implementation, and brand development.
- Assist with design mock ups including typography exploration, presentations, digital media, and illustration
- Convert concept sketches into digitized artwork for presentation.
- Create digital artwork according to Creative Director feedback

VENTURA CO. TRANSPORTATION COMMISSION, Ventura, CA - GRAPHIC DESIGNER, 2003-2007

- Responsibilities included development and design of various marketing materials for online and offline media
- Work closely with all departments to develop marketing campaigns, **visually** enhance collateral and project documents
- Update and maintain website homepage
- Update and maintain maps and schedules for various departments

PRAXIS ADVERTISING, Santa Monica, CA - JUNIOR GRAPHIC DESIGNER, 2000-2002

- Assist Graphic Designers with miscellaneous fulfillment of design such as color palette selection, typography studies, grid development, and style guides.

**Education:**

A.A. — English, Rio Hondo College

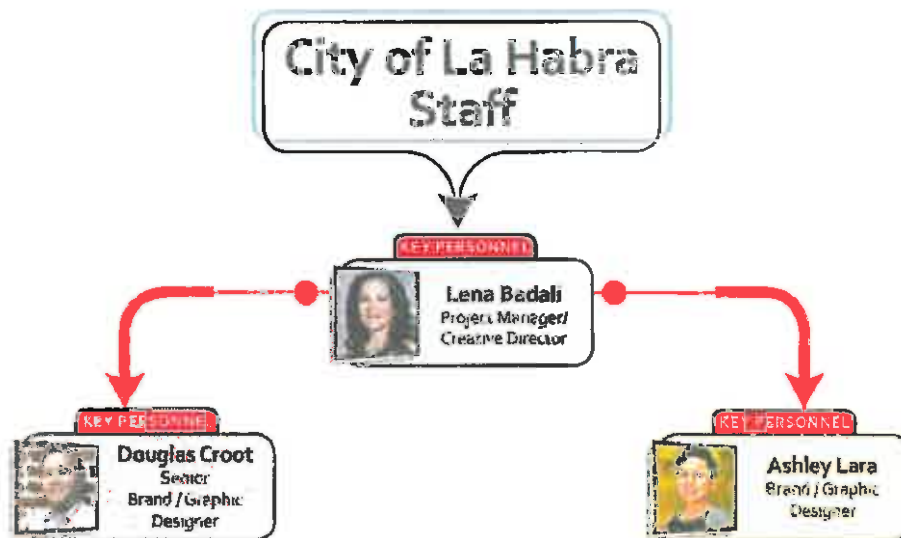
B.A. in Visual Communications — California State University, Fullerton

## The Badali Design Team for La Habra Brand Development

The key personnel proposed for assignment to this RFP has been involved in our related experience with our city government agencies. As a result, our team has the necessary qualifications to effectively work together to produce strategic communications for the public sector as well as many other types of organizations.

All personnel designated as "key" will be made available for the duration of each project and will not be removed or replaced without the prior written concurrence of La Habra. The chart below demonstrates the reporting relationships among the team.

- Although Lena Badali is designated as the Project Manager for the Scope of Work, all key personnel will be apprised of all work and will be available to La Habra for any questions or requests at all times.





Our years of experience has enabled us to create appropriate solutions for the public sector by utilizing our effective approach based upon our attention to detail and superior contract management. We utilize software that enables us to track the progress, work phase and budget for each project with great accuracy. With a growing years of branding from creating to have a special brand mark approach to work process, our firm focuses on steps that are similar to names but without all the unnecessary stuff. Our approach has

been in place for years and has proven to be successful by keeping us on track—always on target and within budget. After each project phase, we will update the City on the status update of the project that will include schedule timeline, work items, and budget. We believe open communication throughout the duration of the project is integral to a successful outcome. The following approach describes our system to completing the required services for Phase 1 and 2 as described in the Scope of Work.

### **STEP 1**

#### **Project Analysis:**

This phase includes the analysis of the project, budget and crucial scheduling dates. We will review the research and data findings with the Research vendor and the City to ensure full understanding of how the information should be translated into the fundamental brand. At this time, any questions and concerns will be expressed by either parties.

### **STEP 2**

#### **Discovery and Messaging:**

This involves the process of interpreting the objectives into a design strategy targeted towards the specific design and messaging goals. Studying of the data gathered from target audiences will be further analyzed. BDC will begin developing the key messages based upon data. A series of messages will be developed until we have narrowed down to 3 key messages to present to the City. BDC will brainstorm various design approaches and evaluate how it will reach the target audience(s), community, and stake holders.

### **STEP 3**

#### **Logo Design Development:**

Based upon the research and objectives, BDC will develop a range of concepts for our internal brainstorm session. After we evaluate our numerous creative concepts, we will have our internal selection of the top identities that we feel are the strongest and will present those to the City.



(continued)

#### STEP 4

##### Design Revisions:

Multiple rounds of revisions to brand and identity concepts will be exercised to refine the project to the final stages in preparation for brand implementation. BDC usually includes up to 5 rounds of iterations. However, we will provide more iterations as needed to La Habra at no extra cost. After the secondary presentation, the selection of one design solution will be chosen by the City to move forward with.

#### STEP 5

##### Brand Architecture:

This phase includes implementing the selected visual design approach into all areas of the brand including style guidelines, color swatches, secondary visual elements, marketing materials, digital/web online presence. All mediums including print and digital media will incorporate the brand.

#### STEP 6

##### Final Artwork:

BDC will continue to update multiple items through the City with the new brand artwork. We will continue to move forward until all items have been addressed and we are ready for brand launch. At this time, we will meet with the City for review of final art, color proofs, and any last changes for final artwork. All specifications for each project will be provided to the City along with digital files for all items.

We do not believe that any alternate approaches to the Scope of Work will be necessary since the City of La Habra does not present anything out of the ordinary with regard to the types of projects anticipated for this contract.

See attached examples of past work all designed and completed by our firm, Badali Design Communications.



## Project Estimate: City Brand and Visual Identity System

The following list is an example of work activities and hours associated with producing the Citywide Rebranding and Visual Identity system. Badali Design Group will work for this contract.

### PHASE 3:

#### CREATING THE VISUAL IDENTITY

##### STEP 1: Project Analysis

Kick-Off Meeting/Review Objectives.....	LB.....	Project Mgmt./\$75 hourly .....	2.....	\$150
Draft Estimate/Timeline for Calendar.....	LB .....	Project Mgmt./\$75 hourly .....	2.....	\$150

**STEP 1 Cost: \$300**

##### STEP 2: Discovery/Messaging

Begin Creative Brainstorm	DC .....	Message Developmnt./\$85 hourly .....	10.....	\$850
	LB .....	Message Developmnt./\$90 hourly .....	10.....	\$900
	AL .....	Message Developmnt./\$80 hourly .....	10.....	\$800

**STEP 2 Cost: \$2550**

##### STEP 3: Logo Design Development

Logo Concepts	LB .....	Art Direction/\$95 hourly .....	12.....	\$1140
	LB .....	Project Mgmt./\$75 hourly .....	8.....	\$600
	DC .....	Concept Developmnt./\$90 hourly .....	32.....	\$2880
	AL .....	Concept Developmnt./\$80 hourly .....	31.....	\$2480

**STEP 2 Cost: \$7100**

##### STEP 4: Design Revisions

Revise Logo Artwork	DC .....	Graphic Design/\$85 hourly .....	10.....	\$850
	AL .....	Graphic Design/\$80 hourly .....	8.....	\$640

**STEP 2 Cost: \$1490**

##### STEP 5: Brand Architecture

Visual Brand Implementation	LB .....	Art Direction/\$95 hourly .....	6.....	\$540
	DC .....	Graphic Design/\$85 hourly .....	36.....	\$3060
	AL .....	Graphic Design/\$80 hourly .....	36.....	\$2880

**STEP 2 Cost: \$6480**

##### STEP 6: Final Artwork

Brand Launch Preparation	LB .....	Project Mgmt./\$75 hourly .....	7.....	\$525
	DC .....	Production/\$70 hourly .....	10.....	\$700
	AL .....	Production/\$65 hourly .....	5.....	\$325

**STEP 2 Cost: \$1550**

**TOTAL COST NOT TO EXCEED**

**\$19,470**

#### Key Members

LB: Lena Badali

CG: Cynthia Gibson

AL: Ashley Lara

DC: Douglas Croot



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## Project Samples

### Logo Design

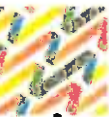
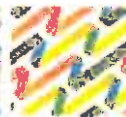
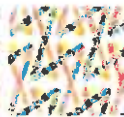






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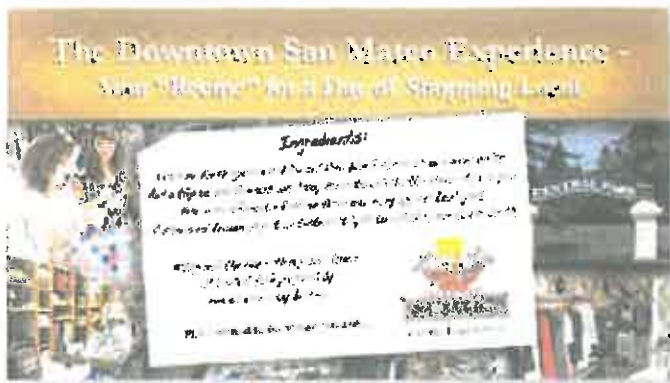
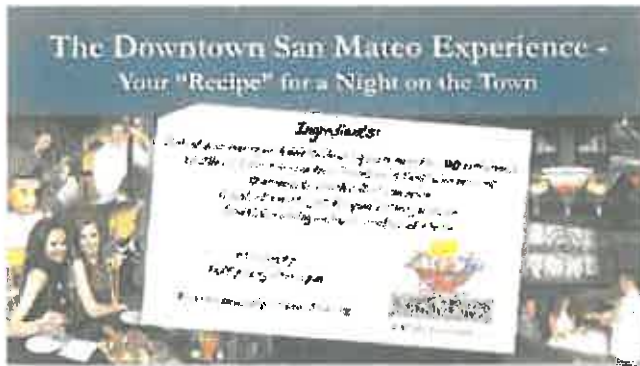
## Project Samples





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## Project Samples



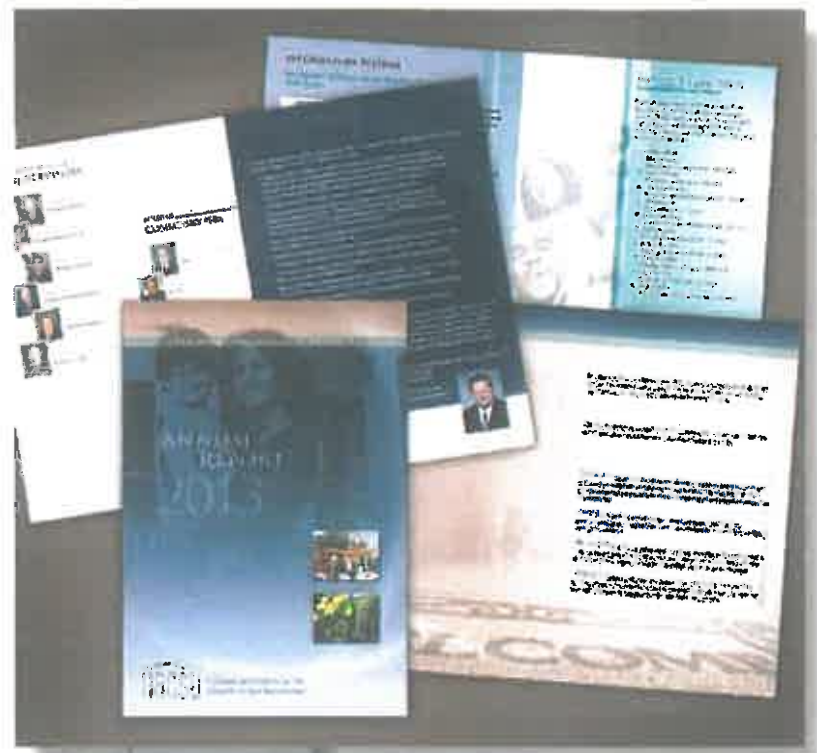




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## Project Samples

### 2013 Annual Report



### 2014 Annual Report





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## Project Samples

### Brochure





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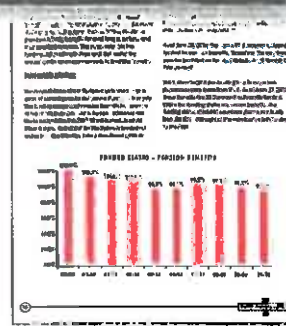
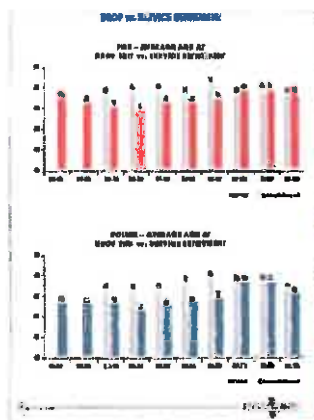
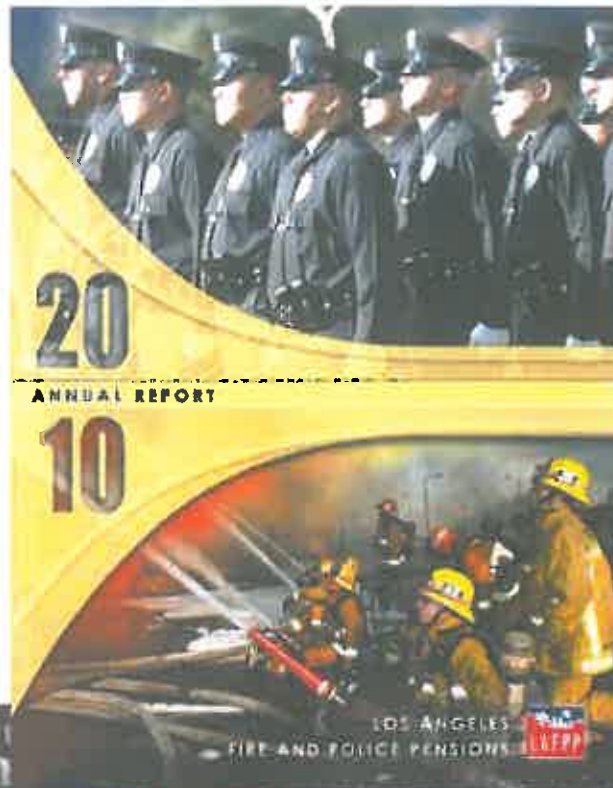
## Project Samples

### Program Report





Annual Report





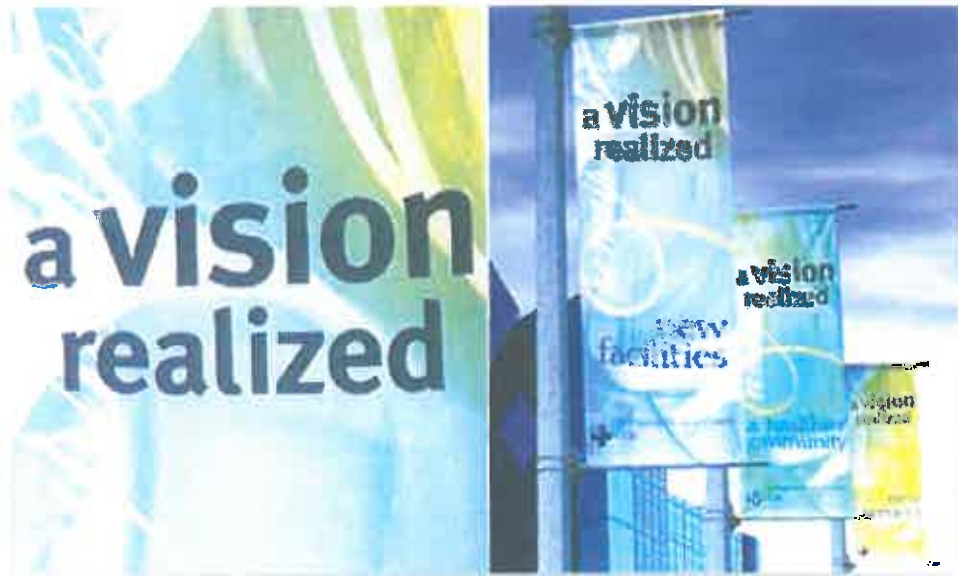


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## Project Samples

Saint Francis Medical Center  
Contact no longer works there

### Banners



### Outdoor Graphics



### Wayfinding Signage



### Invitation





Website



Advertisement



Visitors Guide





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## Project Samples



